Whitefish Bay
SCHOOL DISTRICT

OFFICE OF THE SUPERINTENDENT

1200 E. Fairmount Avenue Whitefish Bay, WI 53217
P: 414-963-3901 F: 414-963-3959

www.wfbschools.com

Dr. Jamie J. Foeckler
SUPERINTENDENT

October 2, 2026

Dear Focus Group Participants,

Thank you again for dedicating your time and energy to our focus group session. We are deeply grateful to the community members and neighbors who came together to share their honest feedback, perspectives, and ideas regarding our site plans and neighborhood impact.

Our team has finished thoroughly reviewing the data, notes, and individual responses from our session. Your input was clear, and three primary themes emerged as the most critical priorities for our community:

1. Traffic Safety, Drop-Off Flow, and Pedestrian/Bike Access

- **What we heard:** Neighbors highlighted heavy traffic, drop-off congestion, and pedestrian safety risks along Henry Clay and surrounding streets. Key priorities include enforcing clear drop-off routines, improving bike storage/access, and managing hazardous intersections.
- **The consideration:** District leadership and CD Smith will partner with the Village on a traffic plan featuring designated drop-off zones, flaggers at truck access points, relocated bike parking, and safe pedestrian pathways.

2. Daily Construction Operations, Staging, and Environmental Controls

- **What we heard:** Close neighbors raised concerns about daily operational impacts, specifically noise, airborne dust/silica, heavy equipment staging, contractor parking on neighborhood streets, and scaffolding safety over sidewalks.
- **The consideration:** CD Smith will operate in full compliance with all Village and state safety, municipal, and environmental regulations. Strict daily operational controls will include dust suppression protocols, designated off-street contractor parking, secured staging areas, overhead scaffolding protections, and a direct line for neighbor inquiries.

3. Neighborhood Integration, Aesthetic Preservation, and Site Design

- **What we heard:** Residents emphasized protecting the neighborhood's character by preserving mature trees (especially large maples on the southeast side), using soft, low-glare exterior lighting, and maintaining balanced building setbacks.
- **The consideration:** Final site designs will incorporate proactive tree-preservation measures, warm-spectrum directional lighting to prevent trespass, and setback configurations that respect neighboring properties.

What Happens Next? Please know that this feedback and data are being delivered directly to District leadership and the School Board to guide next steps if the referendum is approved. We are committed to using your insights to ensure our path forward remains rooted in collaboration, transparency, and fiscal responsibility. We remain in communication with the Village on any possible future plans.

Thank you for taking such an active part in shaping the future of our community.

Warm regards,

Dr. Jamie Foeckler